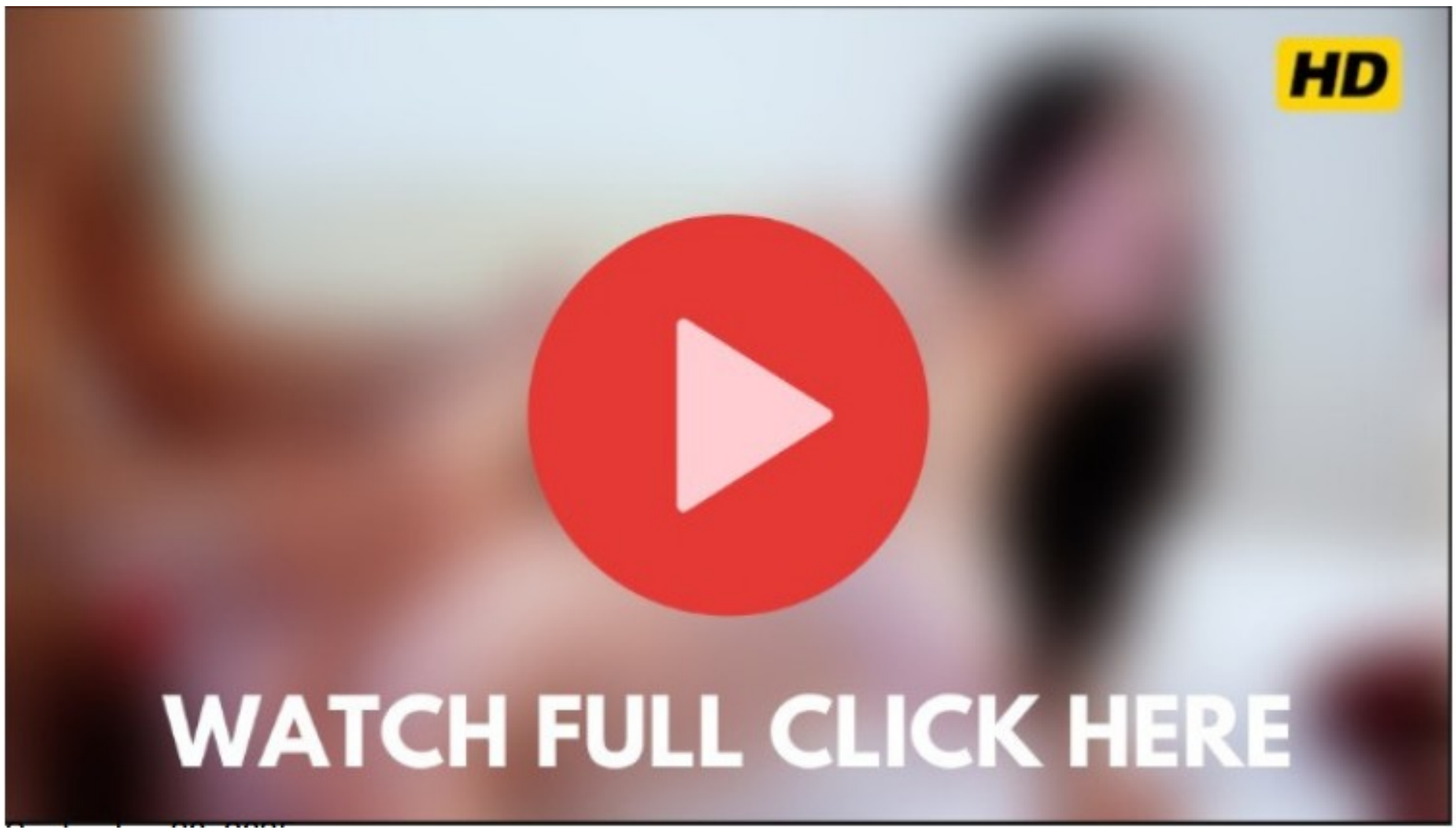instagram influencer viral video link